

cal distribution. It doesn't necessarily follow, though, that a manufacturer should simply pick the cheapest available form of transportation. Many companies today use the total physical distribution concept, an approach that involves maximizing the efficiency of physical distribution activities while minimizing their cost. Often, this means that the company will make cost tradeoffs between the various physical distribution activities. For instance, air freight may be much more expensive than rail transport, but a national manufacturer might use air freight to ship everything from a single warehouse and thus avoid the greater expense of maintaining several warehouses. When a firm chooses a type of transportation, it has to bear in mind its other marketing concerns – storage, financing, sales, inventory size, and the like. Transportation, in fact, can be an especially important sales tool. If the firm can supply its customers' needs more quickly and reliably than its competitors do, it will have a vital advantage: so it may be more profitable in the long run to pay higher transportation costs, rather than risk the loss of future sales.

In addition, speedy delivery is crucial, in same industries. A mail-order distributor sending fruit from Oregon to Pennsylvania needs the promptness of air freight. On the other hand, manufacturer shipping lingerie from New York to Massachusetts may be perfectly satisfied with slower (and cheaper) truck or rail transport.

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АНГЛОЯЗЫЧНАЯ КОММУНИКАЦИЯ В ИНТЕГРАЦИОННЫХ ПРОЦЕССАХ

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The English language is an integral part of a specialist's competence in conditions of the world integration [1]. It allows to solve communication problems and to achieve good results in business communication. English-speaking scientific research competence of a specialist is a comprehensive whole of abilities which helps a scientific worker to realize professional scientific effort in conditions of international mobility and integration. It allows to cooperate with other cultures' native speakers, taking into consideration modern scientific views and native values but keeping native self-identification. Nowadays one of the tools of promoting scientific research to the international community is publication in international data bases. The problem of publishing Russian scientists' research results in English-speaking journals is relevant because there are not very many native periodicals following international standards. However, international scientific editions have their own demands for publications. An article should be written in English and carefully edited. That is why being proficient in English is the objective demand of the time, the key to Russian scientists' success. One of the most important aspects of integrating the Russian higher education into the international educational space is academic mobility. It is a complex multilateral process of exchanging scientific and cultural potential and learning technologies by finding oneself in English-speaking academic milieu. Academic mobility is supported by such programs as ERASMUS, TEMPUS and others. These programs include conferences and symposiums for the exchange of academic and practical experience, visiting

educational establishments. Purposeful development of academic mobility is a means of supporting highly qualified specialists at the international market.

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КТО ОН, РЕЙСОВЫЙ СОПРОВОЖДАЮЩИЙ!?

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So many men so many professions which are integral to the whole global process functioning normally. If the tendency of employment is disbalanced the chaos will befall. One job or profession compensates, coincides or overlaps with another one. There is a close link in a common sphere between the professions. In our case, we consider a peculiarity of air-profession as a flight attendant in a system of employment. As it is known the career as an airline stewardess- more commonly called a flight attendant – includes serving and satisfying passengers, it also entails ensuring the safety of passengers and crew members [2]. Flight attendants receive extensive emergency training, because in the case of an emergency, they may have to lead the evacuation. The main duty of a flight attendant is maintaining a safe and secure flight while keeping passengers at ease. Before takeoff, flight attendants ensure the plane is laden with emergency gear, first-aid kits and enough food and drink for all the passengers. They also greet passengers, take tickets, ensure seat belts are fastened and drill passengers in emergency procedures. If an emergency does occur, flight attendants may direct the evacuation and provide first-aid to the injured. According to the U.S. Bureau of Labor Statistics, flight attendants typically spend 75–90 hours each month in the air and 50 hours each month getting the plane ready and writing flight reports on the ground. Since airlines operate at all hours of the day, flight attendants may work nights, weekends and holidays. They often spend time at destination locations, in which case airlines pay for hotel stays and meals [1].

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ЗЕЛЕНОЕ СТРОИТЕЛЬСТВО

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We have recently been thinking about negative human impact at environment [2]. Not only manufactories influence on ecology but homes are not ecologically pure as well. High consumption of electric and natural resources causes harmful effects on ecology. Fortunately this problem has a solution. Green building has recently appeared in our country and has already developed in large scale. Eco-development is a construction industry which includes buildings and exploitations constrictions with minimal impact at environment. To my mind, the main aim of this industry is to minimize degree consumption of resources (energetic and natural) during structure "life": choosing an area for designing, building works, exploitation, repairs, demolition. Green building has also an aim to increase building quality and indoor environment comfort. These factors are achieved by: